GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:460
ANSWERED ON:21.10.2008
DTH SERVICE OF DOORDARSHAN
Rathod Shri Harisingh Nasaru

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the number of subscribers of Direct-To-Home (DTH) service of Doordarshan and DTH service of Private providers separately, State-wise;

(b) whether the subscribers of DTH service of Doordarshan are lesser in comparison to the DTH service of private providers;

(c) if so, the reasons therefor;

(d) whether the Government proposes to enable the subscribers to download channels operated by private DTH service providers through Doordarshan DTH after paying the charges;

(e) if so, the details thereof; and

(f) the efforts made/being made by the Government to compete with Private DTH service?

Answer

THE MINISTER OF STATE FOR EXTERNAL AFFAIRS AND INFORMATION & BROADCASTING (ADDITIONAL CHARGE)(SHRI ANAND SHARMA)

(a) The total number of subscribers of Doordarshan's DTH Service is estimated to be around 3.91 million. There are about 5.01 million subscribers for the three private DTH service providers. State-wise details are not maintained.

(b) Yes, Sir.

(c) The number of subscribers for Doordarshan's DTH service is less since the private DTH service providers provide pay channels as well on a subscription basis.

(d) No, Sir.

(e) Does not arise.

(f) DD-Direct Plus DTH platform is the only Free-to-Air (FTA) in the country, while other DTH platforms are subscription-based. A number of FTA private channels are also included in the DD-Direct Plus platform to make the bouquet attractive and wholesome.